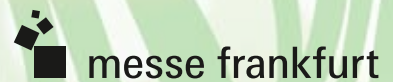


2011 Show Review Report

intertextile BEIJING apparel fabrics

中國國際紡織面料及輔料(春夏)博覽會
China International Trade Fair for Apparel Fabrics and Accessories

- Growing popularity amongst domestic luxury market
- More quality buyers



“The positive response from Chinese buyers has been tremendous even though our price points are quite high; the luxury market in China is growing. We feel very good to be here – it’s certainly one of the most important shows in China.”

Ms Marcella Tondato, sales representative for Stotz & Co AG, Cotton fabrics supplier from Switzerland



Exhibitors at a glance

This spring, 1,202 exhibitors from 16 countries & regions participated in northern China’s leading apparel fabrics and accessories trade fair, that covered 9 halls on 50,000 sqm of trade space.

Halls were divided into:

- Hall 1: Suiting and Ladieswear (Domestic Hall)
- Hall 2, 3, 4: International Halls
- Hall 5: Functional and Sportswear (Domestic Hall)
- Hall 6 & 7: Ladieswear (Domestic Halls)
- Hall 8: Ladieswear and Casualwear (Domestic Hall)
- Hall 9: Accessories Hall (Domestic & International)

Country and region pavilions included Germany (13*), Italy (51*), Japan (8*), Korea (51*), Pakistan (5*) and Taiwan (25*). *Number of exhibitors

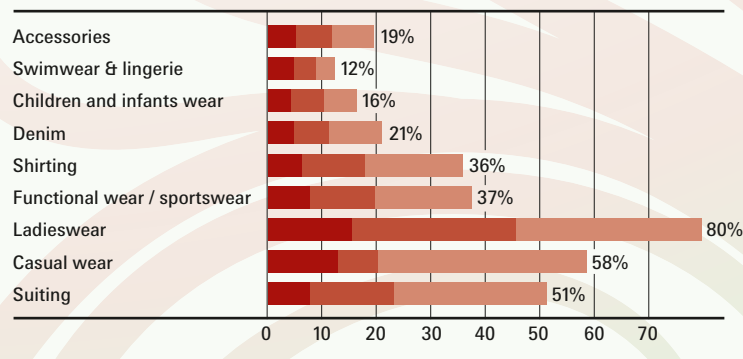
SalonEurope

The improved SalonEurope, formerly known as the European hall, grouped 94 suppliers from **Germany, Italy, Portugal, Switzerland, Turkey** and the **UK** into one highly visible location.

Exhibitors presented an assortment of premium fabrics including **cotton, super fine wool, silk** as well as **accessories** that are suitable for ladieswear, suiting’s, shirting’s, and casual menswear.

An overwhelming **84%** of exhibitors in the SalonEurope witnessed an increase in popularity amongst the growing domestic luxury market. Among the luxury brand buyers attending from China were **Fapai, Leimeng, Youngor** plus many more.

Exhibitor breakdown by product groups*



■ For mass market ■ For medium market ■ For niche & high end market

*The total percentage is more than 100 because of multiple selections



International halls 2 & 4

Essential sourcing areas of interest in the international halls included the **Japan Zone** that increased in size by 35% and featured a variety of high quality cotton blends, linen, fancy knits and woven fabrics suitable for ladieswear and casualwear which were very popular among Chinese brand buyers for the domestic market.

The **Korea Pavilion** also witnessed growth in size by 22% and featured a variety of functional fabrics and man-made fabrics made from cupra, jacquard, polyester, viscose and many more fibres suitable for fashion orientated clothing for both international and Chinese buyers in casualwear and ladieswear markets.

Another noteworthy increase was the **Taiwan Pavilion** that doubled in size and showcased a variety of R&D functional, embroidery and eco-friendly fabrics suitable for outdoorwear and casualwear amongst Chinese buyers.

The **Pakistan Pavilion** had two new suppliers and featured a variety of cotton woven's, knits and yarns.

For the first time, the **Accessories Hall** grouped both international and domestic accessories suppliers with a full range of products including zippers, buttons, cords, interlining, threads and tapes plus much more.

“The quality of the Chinese buyers attending this fair is getting better each year. We are targeting buyers from high-end domestic brands.”

Mr Rudolf Loewen, C.E.O for Hansel Textil GmbH, underlining specialists from Germany



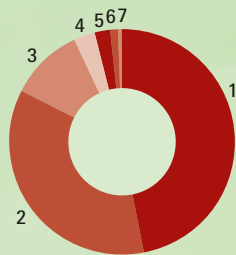
Buyers at a glance

This year, 25,014 buyers from 66 countries and regions sourced at the fair.

Top 10 visiting country/ regions (excluding China):

1. Korea
2. Hong Kong
3. USA
4. Japan
5. Russia
6. Italy
7. Turkey
8. Taiwan
9. India
10. Canada and France

Visiting buyer breakdown by province, China



- 1 North China 46.99%
- 2 East China 35.62%
- 3 South China 10.54%
- 4 Northeast China 3.13%
- 5 Middle China 2.24%
- 6 Southwest China 1.01%
- 7 Northwest China 0.47%

Some of the well-known attending domestic brands:

Suitings: Leimeng, Youngor, Fapai, Smart, Eve

Menswear: Septwolves, Joeone, K-boxing, Baoxiniao, Lilang

Ladieswear: Fairyfair, Yingdak, Shishanggang, Kaiser

Sportswear: Li –Ning, Peak, Toread

Casualwear: Metersbonwe

Children's wear: Paclantic

Lingerie and underwear: Tinsino

Plus many others!

Some of the attending international fashion brands...

Banana Republic, Ermenegildo Zegna, G2000, Gap Inc, Guess?, H&M, Hugo Boss, Pepe Jeans, LG Fashion, Morgan, Tommy Hilfiger, TSE, United Colors of Benetton, Marks & Spencers, Marie Claire, Zara, etc.

Business match-making programme included:

Burberry/ Burberry Asia Ltd, Mango, Newtimes Far East Development (HK) Ltd, Polo Ralph Lauren Sourcing Company Limited and TAL Apparel Ltd, who met with 30 suppliers at a special VIP meeting room on-site.

Special buyer delegations:

FITI Testing & Research Institute from Korea and THTI from Thailand

“This programme gave me a chance to meet with suppliers that I may have otherwise overlooked. They were well prepared and I am very happy to have found two new leads that I will work a trial run with.”

Ms Enid Cheu, Assistant Merchandising Manager for Polo Ralph Lauren Sourcing Co Ltd



Fringe benefits

2012 trend inspirations

More than 80 international exhibitors contributed nearly 600 pieces of their latest fabrics and accessories for display at the Intertextile *Directions* trend forum in Hall 2, forecasting S/S 2012 colours, fabrics and styles which covered 4 themes: Origin, Patina, Glee and Reflection.

Fabrics China also formed its own trend forums for suitings and ladieswear in Hall 1A1 and Hall 8A respectively with four colourful themes for SS12 including: Revival, Care, Interaction and Innovation.

Comprehensive seminar programme

Several topics were explored on-site to the growing domestic industry players. By far, the most popular sessions focused on Design and Trend.

In order of popularity, the **design and trend seminars** were led by:

- Mr Kai Chow from Doneger Creative Services
- Ms Valerie Wilson Trower from Stylesight
- Ms Ornella Bignani from Italian Trade Commission
- Mr Zhao Litao from China Textile Information Center / VIFF STYLE
- Mr Michael Chai from Shanghai Skytex Co Ltd
- Ms Emma Zhang and Ms Liu Fengkun from China Textiles Development Centre
- Ms Jeong-Eun Sim from Korea Fashion Textile Association

Other topics discussed included **Market Information & Business Strategy, Technology & Solution, Certification & Testing and Legal Issues**

Plus a **NEW Sourcing Forum** engaged top level industry professionals with delegates from around the world. Among the sessions held were:

- Mr Alex Yeung Wai-Hon, Business Development Director for Clothing Industry Training Authority, Hong Kong
- Mr David Chu Tak-Hung, Senior Vice-President for TAL Apparel Ltd, Hong Kong
- Mr Bruce Bergstrom, Vice President of Vendor Compliance for Li & Fung (Trading) Ltd

"Hosting this seminar at Intertextile Beijing has been a really good chance for us to show China's industry players exactly what we do and help lead them through the path to sustainability."

Mr David Chu, Director for TAL Apparel Limited, Hong Kong



Attending Media

China

- China Textile Magazine
- China Trade News
- China Information
- China Fashion Magazine
- China Textile News
- China Conference & Exhibition
- China National Garment Association (Information Department)
- CTEI.gov.cn
- Daisen (Shanghai Bureau)
- Fashion Times
- Global Times
- HC360.com
- Home Textile Times
- International Business Daily
- Pearl Mag
- Shanghai Garment Monthly
- Sen'l News (Shanghai Bureau)
- styleLAB (fashion online magazine)
- TA Weekly
- www.webtex.cn

Hong Kong

- Freelance media covering Thailand and Germany

Japan

- WWD
- Sen'l News (Shanghai Bureau)
- Daisen (Shanghai Bureau)

Korea

- The International Textile News
- styleLAB (Fashion Online Magazine) (<http://www.designtour.kr/>)

Germany

- TM
- Pearl Mag (www.mag-pearl.de)

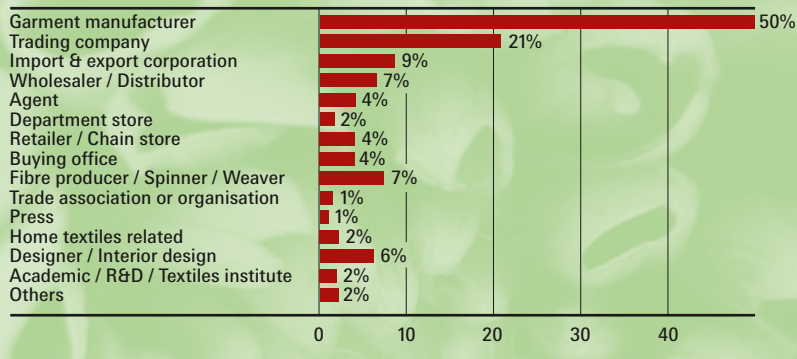
UK

- WGSN
- Twist

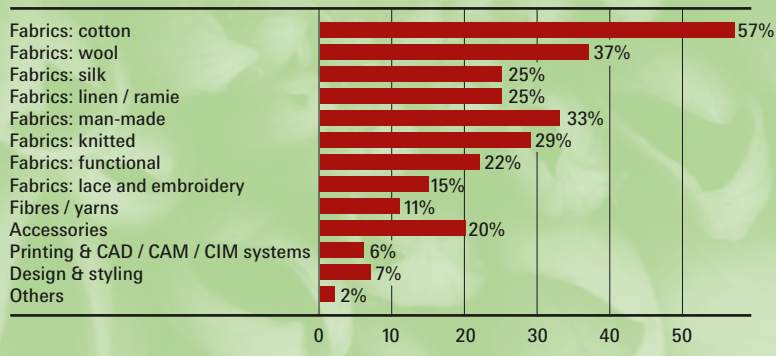
USA

- Women's Wear Daily
- Stylesight

Visiting buyer breakdown by nature of business*



Visiting buyer breakdown by main area of interest*



*The total percentage is more than 100 because of multiple selections

“This is the first time I have visited the show. I am very happy to have the chance to not only source for innovative fabrics, but also to learn what the industry leaders are doing in terms of responsible sourcing. I definitely hope to come back again.”

Ms Melissa Ilg, QA Textile Manager for Cabela's Hong Kong Ltd, a hunting, fishing and outdoor gear brand from the US

